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***VIA E-MAIL and ECFS***

October 31, 2013

Julie Veach ([Julie.Veach@fcc.gov](mailto:Julie.Veach@fcc.gov))  
Wireline Competition Bureau  
Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

**Re: CenturyLink Broadband Adoption Program Semi-Annual Report  
WC Docket No. 10-110**

Dear Ms. Veach:

Pursuant to the Federal Communications Commission's *Memorandum Opinion and Order* (*MO&O*) released March 18, 2011 in WC Docket No. 10-110, Appendix C, item II.E, CenturyLink is filing its Semi-Annual Report on its Broadband Adoption Program's progress.

As set forth in the *MO&O*, CenturyLink committed to report "on the Adoption Program's progress every six months after the start of the Adoption Program, for the next five years (*i.e.*, a total of ten reports)." This is the fourth report. CenturyLink also committed to evaluate the effectiveness of its Promotional Program, in consultation with an independent researcher, on an annual basis. The attached Report also fulfills these commitments.

The Broadband Adoption Metrics chart presents a snapshot of CenturyLink's Adoption Program, as of September 30, 2013. Attachment A evaluates the effectiveness of the Adoption Program, in consultation with an independent researcher, VisionTech360 Inc. The independent researcher's report is provided as Attachment B.

Sincerely,

/s/ Melissa E. Newman

Enclosures

Ms. Julie Veach  
October 31, 2013

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